

**CURRENT DIRECTORS UP FOR RE-ELECTION**



**Melissa Ford, Vice President  
Mal Warwick | Donordigital**

Melissa has been an invaluable member of the DMAW Board since 2014, has served as treasurer as well as led the Marketing Committee activities as its co-chair, promoting all the DMAW educational programs. Melissa has more than 20 years of nonprofit advocacy and fundraising experience working for and serving many of the nation’s top charities. In her role as Vice President, Melissa brings to Mal Warwick|Donordigital her extensive expertise in helping nonprofits maximize revenue and build strong, enduring relationships with their donors through integrated direct response. At MWD, she’s had the privilege of working with organizations like the National Organization for Women, Women for Women International, the National Park Foundation, the Human Rights Campaign, International Medical Corps, Corporate Accountability International and People for the Ethical Treatment of Animals.

Prior to helping MWD establish a DC office ten years ago, Melissa came from a distinguished career that includes tenure at Greenpeace USA and the National Trust for Historic Preservation in addition to top area agencies like Epsilon and Craver, Mathews, Smith & Co where she served clients like the ACLU, Heifer International, the Wilderness Society and the Alzheimer’s Association. She began her work in the industry at a professional membership association out of college.

Melissa holds a Bachelor of Science degree in Psychology from the University of Pittsburgh, where she graduated with the Summa Cum Laude distinction. In addition to serving as the Marketing Committee co-chair, she has been an active DMAW member and volunteer for many years, helping out with Innovative Formats, MAXI judging, conference registration and many other activities and events.



**Roger Hiyama, Vice President, Client Services  
Wiland**

I'm very passionate about our direct marketing industry and want to continue to work in a leadership capacity to help foster its growth as we evolve into a more multi-channel world. To best express how I will contribute to the DMAW's future, I can only point to my past activities and work.

I've had the great pleasure of serving on the DMAW Board of Directors for the past 4+ years including 3 years on the Executive Committee and serving as the 2020 President. I've served on numerous committees including Bridge Steering Committee, Membership, Programs, Marketing Opportunity Partners, Collaboration, Ad-hoc Policy, and DEI Committee. In addition, in the past several years, my DMAW presentations have included Data Strategy Forum, DM101/201, Industry Benchmark Webinar, and several Bridge Conference presentations. I've attended numerous events.

Over the past 8 years, I've made visits to Capitol Hill to lobby for nonprofit issues like preserving the tax deductibility of donations, preserving nonprofit postage rates, and fighting to protect data usage while preserving consumer privacy.

In addition, I've volunteered my time to further the educational opportunities within our industry by serving for 7 years on the Advisory Council of the DMA Nonprofit Federation (DMANF), being a contributing member of 7 conference planning committees for both the DMAW and DMANF including the 2015 Bridge Conference and the 2016 DMANF New York Conference. I was also involved in the 2015 MAXI award judging and was asked to make recommendations for improving the judging process.

And, while it's been many years, I'm a past recipient of the DMAW Volunteer of the Year award.

I've had a personal commitment throughout my career to volunteer and help shape the future of our direct marketing and fundraising industry. I'm running for re-election to the board because we're really working on some important initiatives that I'd like to help complete. The ones I'm most passionate about include:

1. **DEI** -- as an association and in conjunction with the Educational Foundation, we have an opportunity to help introduce our industry and the career opportunities to a more diverse and inclusive community.
2. **Young Professionals** -- this work is critical to developing and engaging the future leaders. We need to

create opportunities for YP's to engage in DMAW committees and programming.

3. **Financial future** -- the Covid pandemic has put all trade associations in precarious financial situations; we need to increase membership, marketing sponsorships and also navigate in-person events for DMAW and the Bridge Conference.

4. **Member Portal** -- we have such great content from webinars, in-person events, blogs, etc that are seen by only a portion of our membership; I'm interested in making the member portal something that not only makes that great content available but also utilizes the "forums" as a way of further engaging our membership. Engagement = retention!



**Mikaela King, Vice President of Integrated Marketing  
National Geographic Society**

Mikaela King has served on the DMAW board since 2011; served as DMAW's 2018 Board President and 2019 Immediate Past President. She has also chaired and participated in many board committees, including the Executive Committee, Strategic Planning Committee, Programs Committee, Bylaws Committee, Nominations Committee, Social Media Committee, and Website/CRM Committee.

Mikaela is an industry-recognized nonprofit fundraiser with an award-winning track record in building and growing integrated fundraising, advocacy, and engagement programs for a wide variety of nonprofit organizations. With nearly twenty years of experience in digital marketing, direct mail, telemarketing, (c)4 advocacy, midlevel and monthly giving programs, Mikaela has been privileged to work with a variety of nonprofits including National Geographic Society, Defenders of Wildlife, Toys for Tots, Mothers Against Drunk Driving, Wounded Warrior Project, American Heart Association and the U. S. Olympic Committee.

Mikaela is vice president of integrated marketing at National Geographic Society, leading the team responsible for all aspects of the fast-growing multi-channel individual giving programs. Previously, she was vice president of integrated marketing at Defenders of Wildlife; Mikaela also founded and built the New Media division of CDR Fundraising Group into a highly successful, industry-renowned service offering helping dozens of national and international nonprofit organizations leverage integrated online advocacy and fundraising to support their missions.

Mikaela's history with the DMAW began nearly 15 years ago when she volunteered as the 2006 Bridge Conference Social Media manager, and she has since served numerous times as a MAXI Award Judge, DMAW educational programs speaker and volunteer, and Bridge Conference speaker. She was awarded DMAW's Emerging Leader in 2009 and many of her client programs have received MAXI Award recognition in the industry.

Mikaela holds a B.A. in Economics and Business Management from Goucher College.



**Karin Kirchoff, President & Founder  
K2D Strategies**

For more than 25 years, Karin Kirchoff, President and Founder of K2D Strategies, has dedicated her career to making the world a better place. Before launching K2D Strategies in late 2016, Karin spent half of her career working directly for well-known, national nonprofit organizations – like the National PTA, Defenders of Wildlife and the Human Rights Campaign – as well as at two different agencies and a leading tele-fundraising firm.

Building strong relationships between members, donors and the causes those individuals support has been an integral part of Karin’s approach to nonprofit program management and growth. While serving as the VP of Membership for Defenders of Wildlife, Karin managed the explosive growth of the monthly giving program (70% growth in 4 years), created seamless integration between online and offline marketing efforts, launched the mobile giving program, and converted the expensive member services function from a cost center into a profit center. More recently, as the Deputy Executive Director for National PTA, Karin led the migration to a new data management system in record time, influenced the year over year membership growth improvement by 35%, and led the creation of a new education and leadership development team.

Karin has been active in the nonprofit community for most of the last 25 years. Her DMAW board service began four years ago (thank you to the membership for making that possible!) and during that time led the Strategic Plan Task Force to create the newly minted 5-year Strategic Plan that runs through 2023. Prior to her service on the board, Karin co-chaired the education committee for the Bridge Conference, chaired the DC Nonprofit conference, and has served on several industry association boards including the DMA Nonprofit Advisory Council and the DMFA. She also regularly attends and presents at conferences and workshops.

Karin holds degrees from Marymount University and the George Washington University, has become recently obsessed with Orange Theory Fitness and will share a glass of wine (or a cup of black coffee) with you any day of the week. She lives outside of Washington, DC with her family and a bevy of furry, feathered, and finned friends.

She is honored to be considered for two more years of service and is dedicated to seeing the Strategic Plan through to ensure a strong industry association for our region and other members of our industry across the country. Karin welcomes the opportunity to invest her volunteer time into our great industry that has given her so much joy, fulfillment, and generous support.



**Joanne Wilson, Vice President of Advancement Operations  
The Humane Society of the United States**

Joanne Wilson is the Vice President of Advancement Operations at The Humane Society of the United States. In this role, she runs the *Humane Heroes* strategy across all fundraising channels.

Joanne got her start in nonprofit fundraising at EMILY's List, where she helped grow the monthly giving program and managed the telemarketing efforts. She has also managed mail and phone programs at Defenders of Wildlife, as well on the client services side at Chapman, Cubine, Adams and Hussey, and Creative Direct Response where she worked with a wide range of progressive, arts, and animal welfare clients.

Joanne has been an active board member serving on the committees such as Volunteers, MAXIs, DEI and most recently she co-chaired Sustainer Week.

She is a Trinidad and Tobago native who migrated many moons ago, and is a graduate of Montgomery College, and American University, where she studied International Relations and U.S. Foreign Policy.

**NEW CANDIDATES NOMINATED TO SERVE**  
**FIRST TWO-YEAR TERM**



**Eva Bowie, Senior Account Director/Director of Operations  
ABD Direct**

I've attended nearly every annual conference since I became a member in the early 80's, and frequently attend special events, lunch and learns, happy hours, etc. Without fail, I've always volunteered whenever asked at these events. After all these years, it's hard to remember all the instances. But I've been a room monitor at several Bridge conferences and wrote a Blog post for an event. I was on the original committee that formed what is now the Bridge to Integrated Marketing & Fundraising Conference. I've judged Maxis at least a dozen times throughout the years. I served as a board member in 2008/2009. I've contributed articles to the monthly newsletter. I co-emceed Best of Direct and the Maxi Awards and was named Volunteer of the Year in 2016.

I've been in the business for nearly 40 years in many capacities. I've represented printers, mail shops, a production management firm, worked directly for a nonprofit, held leadership positions at direct marketing fundraising agencies, and have been a sole proprietor. This diversity gives me a unique, well-rounded perspective. I believe I can be a successful advocate for all DMAW members, regardless of what role they play.

Additionally, my prior DMAW volunteer activities, including serving on the Board, provide solid experience that will allow me to hit the ground running.

The industry is facing unique challenges right now, such as privacy regulations, but it's an especially exciting time, also. Donors and consumers have so many ways to interact with organizations they support and purchase from, and that provides ample opportunities to explore new channels and innovate. I have always loved this business, but never more than right now. I'm eager to join the board and help guide the association to meet our members' needs in this rapidly changing environment.



**Zachary "Zack" Carpenter, Vice President  
Nova List Marketing Solutions**

I started with NOVA List nine years ago as an Account Associate. Over the years, I've developed an expansive knowledge and understanding of the list industry. Working on direct mail campaigns with some of the top political groups in the arena, my work ranges from non-profits to PACs to Presidential campaigns.

Playing an essential part in NOVA's growth, I've sourced new lists, developed account associates and built strong relationships with our vendors. I have a strong managerial style and business sense which I bring to NOVA.

I have been an active member of the DMAW for over 10 years including co-chairing the DMAW Data Strategy Forum since 2018 along with current DMAW Board Member, Dan Sonners. Currently, I serve as a member on two local non-profit boards, Leadership Loudoun and Loudoun Cares. I successfully prioritize my responsibilities, which allows me to effectively serve my community and my career and I would love to give something back to the DMAW, an organization that truly has helped to shape my career.

Starting out in the "list industry" over 14 years ago, our industry has changed rapidly over the last several years and I would love to be part of the organization that will help guide our industry to new heights in the years to come. I would love to leverage my experience to help reset the "industry standards" along with helping develop the next generation of direct marketing professionals. My development over the years and the building of my current team has allowed me to have a deep knowledge of how our industry works and how we can improve it. It's truly an arena where a rising tide can raise all ships.

My involvement in the Data Strategy Forum has also allowed me to get more involved with the ever-changing landscapes of data privacy. Something that will impact everyone in our industry, and it is imperative that DMAW has a voice and is seen as experts and resources for this within our industry.

In closing, it would be an honor to serve on this board and help the industry that has given me my career.





**Benjamin Childers, Senior Director of Global Client Success  
Engaging Networks**

Ben's first exposure to nonprofit work was helping his dad at charity golf events. He was one of those kids helping folks park their cars, get their carts, and find their balls when they didn't quite hit the green. Since that time, he has been doing what he could to make the world a better place.

He started out working as a lifeguard when in high school. Then, after college, went on to substitute teach in Columbus Public Schools and Kent City Schools for three years. In 2011, he moved out to Tucson, Arizona, where he received his Masters in Education and spent three years teaching high school mathematics. It was during this time that he started to work more with nonprofit organizations. He did work with Voices for Education - helping them in 2011 deploy a coherent social media strategy. He also volunteered for numerous political campaigns and helped the Artifact Dance Company build out their major gift program and technical backend to support their giving program, ticketing system, and store.

After seven years of teaching, Ben wanted to see what would be available outside the classroom. He then started working for the University of Arizona Health Sciences (UAHS) Development team. For the first six months, he did data management (Raiser's Edge), prospecting, and worked with the stewardship and cultivation teams. He then moved on to be a major gift officer, soliciting gifts between \$25,000 and \$250,000 to support student scholarships, cutting-edge research, and basic science innovations. Ben learned the ropes of fundraising with UAHS and then had an opportunity to apply those skills working with the Sabin Vaccine Institute, in Washington, DC, to help them build out a major gift program and to rebuild their database (Salesforce).

Ben currently works for Engaging Networks as their Director of Account Services. He leads a team of folks at Engaging Networks that work with nonprofits on their supporter engagement and digital strategy around fundraising, advocacy, and email marketing. He spends his time making sure that clients can take advantage of a robust eCRM platform. He also works to ensure that clients understand how their technology stack works together to allow them to raise more money, get more clicks, and push out more advocacy actions.

Ben brings a technology-first mindset to much of his work. He works to help clients realize that their digital strategy is most valuable when it permeates all parts of an organization.

When not helping out clients, Ben enjoys spending time with his partner, two dogs, and a cat at their place in Northeast DC. You can probably find him running throughout our city most mornings. He is also working towards his MBA through the University of Illinois at Urbana-Champaign — focusing on Global Challenges in Business & Strategic Leadership and Management.

Ben believes his diverse background, working for state and local government, nonprofits organizations, and for-profit organizations, and the varied skills that he has developed over my career, makes him uniquely qualified to be a member of the Board of Directors for the Direct Marketing Association of Washington. Having had the opportunity to experience DMAW from afar as an attendee to multiple Bridge conferences, social get-togethers, and various webinars - he knows that he would be joining an organization that is looking to serve their members and ensure that they stay on the cutting edge in direct marketing.

Ben is ready to dive in and get started working to give back to a community that he has truly fallen in love with.



**Ann Crowley, Principal  
Ann Crowley Consulting**

I have been in the direct response world for nearly 30 years. I started my career spending three years at Craver, Mathews & Smith. I worked on such clients as PPFA, Ann Richards for Governor and League of Women Voters. I then moved on the Human Rights Campaign initially hired as the direct mail coordinator. I ended my 25-year tenure at HRC with the title of VP of membership and online strategy.

Since leaving HRC I have started Ann Crowley Consulting where I have worked with up to seven clients. Two clients have come back to me for additional projects. My role has varied from only online consulting, email copywriting, to direct mail acquisition testing. The clients have been national such as PFLAG and Feminist Majority to local clients such as La Clinica Del Pueblo and Texas Freedom Network.

As Vice President of Membership and Online Strategy for Human Rights Campaign (HRC), I developed and implemented strategic campaigns to maximize fundraising, drive change, and increased members for America's largest civil rights organization working to achieve equality for all.

Representing more than 3M members/supporters nationwide and working to achieve LGBTQ equality, I empowered and led teams to secure millions in revenue through multichannel marketing and donor-cultivation strategies. Passionate to promote and support civil rights, I influenced change through effective marketing campaigns, spoke at major high-profile events, and increased awareness while being featured in publications.

I shared information on growing HRC membership base, mobilizing engaged volunteers, and supporting HRC's mission at national and international events. I presented to international C-level executives and representatives of Russia, Israeli, South and Central Asia, Central and Eastern European LGBTQ organizations regarding best practices for mainstream campaigns, including guidance on fundraising, online advocacy, and social media strategies.

Ann would love to share her expertise by serving on the DMAW board. She currently lives in Alexandria with her cat Quincy (named after John Quincy Adams). She volunteers at the local food bank, Lucky Dog Animal Rescue, and globally with Habitat for Humanity.



**Mathew Harkins, Director  
The Engage Group**

This industry is one that has been very kind to me, offering me opportunities to do meaningful work and to rise to new and unique challenges. Having worked as a project manager, strategist, and director, I have approached digital fundraising from various perspectives and with teams both large and small.

My team at Engage is tight-knit and we work smoothly together. I also work closely with other agencies, with fundraising platforms, and with numerous teams at many non-profits; each one has been an opportunity to teach and to learn. I've also had the opportunity to help plan and organize DMAW Digital Week 2021, as well as work on the email production and website design/maintenance for the Bridge Conference many years running.

For being a small agency, The Engage Group and I do our best to be present and productive members of the industry. The opportunity to serve on the DMAW Board of Directors would be a chance to give back to the community that has given so much to me, a chance to bring my agency's experience and expertise to a wider audience, and a chance to help deepen the connections amongst this unique group of professionals.

My time has been completely focused on the digital wing of the industry, and I've been in this area for six years. That's long enough to be good at what I do and short enough to not yet be calcified in my thinking. To the Board, I hope that I can bring fresh perspectives and ideas, along with an eagerness and openness to the ideas of others. And to that end, I have little vanity or ego; I will just as eagerly work out other people's ideas as I will my own. I work solo quite a bit, but I love collaborative teamwork.

There are a lot of very smart and qualified people in our industry that could fill this role. I like to think that I am one of them, and that I can bring an energy and diligence to the role that will help the DMAW thrive in the years to come.



**Cheryl Lovinsky, Director, Direct Response  
AARP Foundation**

I have 20 years of experience in the Direct Response industry. In my strategic role in direct response programs at Defenders of Wildlife and AARP Foundation (AARPF), both programs reached record-setting growth each year in number of donors, gross income and new donor retention. I have the distinct honor of starting the digital fundraising program at Defenders of Wildlife, and was the program lead for the database conversion, caging operation migration and sustainer telemarketing at the United States Holocaust Memorial Museum. At AARPF, in addition to managing staff and working relationships with multiple business units, vendors and program management, I developed the premium program, mail sustainer program and mid-level program.

In addition to my professional fundraising/marketing experience, I have served on board committees for several arts organizations in the roles of program committee, fundraising and finance committees for the Baltimore Symphony Chorus, Metropolitan Chorus and DC Strings Workshop (music education in public schools program). For more than 10 years, I have volunteered for social justice organizations in voter registration drives and census education events.

I am passionate about strategic development and educating the next generation of direct response professionals in our industry. I am well rounded in all areas of our industry disciplines and am committed to using these skills to assist nonprofit organizations that serve impoverished communities and promote education, social justice, and the performing arts.

I have been an active participant in DMAW activities since 2001. In the early 2000s, I participated as a MAXI Award judge and was an award recipient. I also have attended DMAW presentations since 2011. I believe my experience and diverse background in various organizations will help me be a dedicated advocate to the DMAW Board's mission and continued leadership in addressing challenges to the Association.